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BULLETIN

SPEECHES from the SIXTH and SEVENTH
MISSOURI NEWSPAPER ADVERTISING

CLINICS for 1953-1954. *Presented by the Missouri School of Journalism in Cooperation with the Missouri Newspaper Advertising Managers Association and Missouri Press Association as a Service to Newspaper Advertising*

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For seven consecutive years the Missouri School of Journalism, in cooperation with the Missouri Newspaper Advertising Managers Association and the Missouri Press Association, has presented newspaper advertising clinics for newspaper advertising personnel and students in the School of Journalism. This bulletin contains the six available manuscripts of talks made at the 1953 and 1954 clinics.

The Newspaper Advertising Clinics have been planned and presented as one phase of the University of Missouri's Extension Program in Journalism.

University of Missouri

DONALD H. JONES
PROFESSOR OF JOURNALISM

The Linage You Save May Be Your Own

CHARLES M. HILDNER

I am very happy to be the first on the program, as I would like to instill some thoughts in your minds which will stay with you during the remaining sessions of this conference.

For you *newspapermen*, the subject of national advertising is always with you, as it is often the difference between profit and loss. I hope that what I have to say will add to the profit side.

For you *retailers* who know that "All business is local," I hope to show that national advertising is local too.

For you *students* of this great university, I have for you a new concept of the relationship between retail and national advertising and what steps can be followed to strengthen this relationship.

When the National Safety Council adopted their slogan, "The Life You Save May Be Your Own," it was only after much thought and weighing of objectives. I have paraphrased that slogan because it also sounds a warning — and a promise — to those of us in the newspaper business. "The Linage You Save May Be Your Own." If we take heed of the warning, 1953 can well be a year of reward — a year of increased revenue and greater profits.

The warning signals have been sent out by advertising managers who are asking help, and all the newspaper groups around the country have banded together in an effort to do a better selling job for newspapers.

Those of you who attended the Inland Daily Press meetings in Chicago earlier this month heard Larry Knott, president of the Newspaper Advertising Executives Association, tell of a conversation he had with Wes Nunn, advertising director of Standard Oil.

Nunn said, "Larry, that program you have for working with retailers is marvelous, but have you ever thought of the problems newspapers have with oil companies?" He went on to say that the

filling station attendant has his radio turned on most of the day, and some of them even have television. They seem to be well informed about all the programs their competitors have on radio and TV but know very little about newspapers. This is a statement that should be given a great deal of thought — one that should cause all newspapers to go call on the Standard Oil dealers in their markets.

A manufacturer set out to discover what media his retailers preferred for his products — 52 per cent said they wanted television programs, while 34 per cent wanted radio. Only 15 per cent chose newspapers. Gentlemen, these are retailers like the ones on Main Street.

The National Association of Manufacturers polled their membership to find out what the product salesmen thought of advertising media. These salesmen said, "Let's spend 50 cents of every advertising dollar for national media, 20 cents for store displays, and 30 cents on local media." Just think of it. Only 30 cents out of every advertising dollar to be shared by newspapers, spot radio, and spot TV.

Why, if the salesmen had been in the driver's seat, newspapers would have received only one fifth of the advertising revenue they did last year.

Other studies indicate that branch managers think along the same lines as the salesmen. Here are a few very pointed stories of what has happened to some of us at the Bureau of Advertising.

Last spring the agency for a food account asked the Bureau to request its member newspapers to call on the account's franchised operators and help sell them on newspaper advertising.

The agency had recommended a campaign, and the parent company was anxious to get it started. The trouble, said the agency, was that these men did not want newspaper advertising but instead preferred television and radio.

Because of the early warning, most of the newspaper campaign was salvaged, but the agency is still concerned with the job of keeping the account sold on newspapers.

One of our men worked for several years on a seemingly hopeless account and then suddenly was asked to meet with the client and his agency. He was told, "This is it." His work had paid off. Present at the meeting were the president and top account executives of the agency as well as the general manager and the sales manager of the account, a giant shoe company.

They had all been sold on newspaper advertising, and the meeting had been called to plan an extensive campaign. But what happened?

When the company salesmen found out that this would mean the cancellation of their television program, they set up a howl. They said the television program helped them sell new dealers and keep their established dealers happy. Result: The general manager

backed down. The sales manager backed down. The agency was so convinced that the newspaper program was right that they resigned the account. But television still has the business.

There were many, many more warnings, but one more should be illustrated. Another major oil company — whose name I am not at liberty to mention — called the Bureau last spring and told us they believed newspapers were their best and most productive medium. Their problem, they said, was that their station operators were pressuring them for television advertising and they did not know how long they could hold them in line.

Here was a company whose own better judgment was on the verge of being overruled by fellows who man the gas pumps.

So far I haven't been very optimistic, have I? By nature I always try to look at the sunny side of life, but I can't help being just a little apprehensive when a lot of clouds seem to be gathering.

I've been talking about the warnings—now let's take a good look at the promise of a brighter 1953.

After recovering from an early-year slump, total retail sales last year hit a record-breaking \$164 billion—about 4 per cent higher than the previous record set in 1951, according to the U. S. Census Bureau. Some of the gains were these. Gas station sales jumped 9 per cent over 1951; food stores were up 6 per cent; department stores, including mail order, were up 2 per cent; women's wear stores increased by 4 per cent; shoe stores by 2 per cent; and for the first time in several years, men and boys' wear stores were up 3 per cent.

Personal income in the U. S. last year climbed to a new record of \$268 billion, about 5 per cent above 1951. And despite the fact that a lot more personal income was earmarked for taxes last year, folks still had more money left over than they did in 1951. Income after taxes in 1952 was about 4 per cent higher than in 1951. However, when allowances for higher taxes and higher prices are made, early government estimates figure real income at about \$10 per capita higher in 1952.

Marvin Lunde, national advertising manager of Sears, Roebuck, in an excellent address in Chicago two weeks ago, warned that any retailer who sets his sales goals on 1952 figures is apt to underestimate his real potential unless he takes into consideration the slump of early last year. If he adds 5 per cent, 10 per cent or even 15 per cent to the 1952 figures as his sales goal, he may only do the same as he should have last year.

Mr. Lunde stated that the defense spending for this year will be at the same high level as it was last year. People will be making just as much money, and under the present administration taxes will stay the same or show a decrease.

In other words, last year was a good year but not as good as it should have been. The outlook for this year is for even better

business. It all adds up to more people with more money to spend on more goods.

And with the lifting of restrictions, manufacturers are going to have more goods to sell to these people. Competition is going to be keener than ever. These manufacturers are going to spend more money in advertising their goods, since they will have to cultivate wider markets.

This, then, is the promise of what the year holds forth.

I'm sure that I don't have to tell anyone in this room that these rosy prospects are not being overlooked by all the other advertising media. I'm sure that they are all making plans to get a bigger share than ever before of the advertising dollar, and they'll get it, too, if we don't prevent it.

Did you ever stop to think that there are more people selling newspaper advertising space than any other medium?

Across the country there are over 12,000 retail staff salesmen and more than 4,000 national, or general if you prefer, staff men.

Each of these 16,000 salesmen is on the street every day selling his or her particular newspaper advertising for the department they represent.

The national man receives orders at the national rate, either through his own efforts or through a representative who works for his paper in one of the larger or more distant centers of production. Occasionally he may solicit tie-in ads from local dealers to support advertising run and paid for by the national manufacturer.

Few, if any, of the 12,000 retail newspaper advertising salesmen have any particular interest in national advertising space.

Although his paper will prosper if it gets a lot of factory paid-for national linage, he — the retail man — gets no credit or added bonus thereby and has, by and large, felt it rather outside his sphere.

Yet with 16,000 conscientious salesmen pounding the streets every day, the poor retailer — the newspaper's best friend and chief source of revenue — has been neglected.

No one has taken the time to tell him the benefits of getting the manufacturer whose goods he sells to run more national linage in local newspapers. In fact, he has been neglected to the point where — as I pointed out earlier — should the manufacturer ask him where he would like to see that manufacturer's advertising placed, he favors TV by more than 3 to 1 and radio 2 to 1 over his local newspaper.

It is this neglect that has made Life and other magazines the favorites of the retailer. I ask you — does this make good sense? Maybe not, but these are the facts of the present situation.

Now it's your turn to start asking the question — what can you do to correct this situation in your city?

What can you tell your retail staff when they ask, "What's in it for me when I sell my retailers on the idea of requesting factory-paid advertising in our newspaper?"

Will each of you concentrate on an idea for just a few minutes? Think of yourselves as the advertising director on the United States Daily American — a newspaper with a circulation of 54 million copies every day.

Your paper is printed in over 1,700 different places to take care of regional differences. When you first started in business you quickly learned that people in Denver, Keokuk, and Cleveland, and all the other communities, wanted local news — that they thought differently, and at the same time you learned that "All business is local." You learned that one single edition with 54 million circulation would not satisfy many people.

Under you, you have a staff of 16,000 men and women selling advertising space. Yours is the largest media staff in the world working for one publication or for any one of a group of networks or for all magazines put together. You have established your staffs in strategic spots all over the country wherever there is business.

And you have made everyone conscious of the fact that they aren't selling just the Columbia, Missouri, edition but on every call they are selling the U.S. Daily American.

Every day 16,000 salesmen tell retailers about that 54 million circulation that takes into account all the likes and dislikes of their readers. What's 5 million or even 10 million against 54 million? What other medium can approach it?

And it isn't one of every 10 families that reads your paper but 9 out of 10. That's coverage!

You've taught your salesmen that when your Chicago representative has sold a national ad for all sections of your paper, it's not a bother but a good idea for your local man to run to his retailers and tell them about it.

The national ad is going to tell how good a product it is, but the retailer who has it in stock is going to tell where to buy it. If he can tell where to buy at the same time as the manufacturer is telling how good it is, then he is going to sell more of the items. The more national ads of how good — the more local ads of where to buy — and the more items sold.

Yes, the retail staff does have a stake in national advertising. Just think of the impact that nearly 12,000 retail men can make if each one shows at least one retailer every day the benefits of national advertising in the local paper and persuades him to demand such help from manufacturers' salesmen.

Think of it — 16,000 calls a day, 80,000 calls a week, 360,000 calls a month. In a year's time your staff would make over 4 million calls selling national advertising.

As more and more retailers start demanding local help, the manufacturer's salesmen are going to think that this is the thing they should have and so they pass the word along to the branch and district managers, who in turn tell the manufacturer how to spend his money.

When the same demand for local action comes in from Los Angeles, Fargo, Seattle, Grand Forks, Memphis, Detroit, Pittsburgh, Cape Girardeau, and from almost everywhere — then and only then will the manufacturer know that he will be backed to the limit in his use of newspaper advertising.

A few minutes ago I asked you to concentrate on an idea. The idea was the selling of newspapers — all newspapers first and then your own paper. That's exactly what you are doing when you convince your retailers that national advertising should be placed in your newspaper.

Don't for one minute stop selling newspapers. When you drive into the gas station, instead of telling Bill that his oil company had a good fight telecast the night before, ask him if he read your favorite sports writer's column about last night's fight.

How many newspaper men ever think of dropping by a filling station to explain the importance of newspaper advertising to the guy behind the pump?

I would venture a guess that there are very few. Yet these are the men whose lack of knowledge helps to build decisions against you.

Since 1950 the Newspaper Advertising Executives Association, the American Association of Newspaper Representatives, the National Newspaper Promotion Association, and the Bureau of Advertising have all been seeking an answer to how we are to combat the switching of media because of middleman influence.

Today we have a new promotion, the like of which — I believe — none of us has seen before in this business. I refer to a new pocket-size booklet developed by the Bureau entitled **IS YOUR PARTNER WORKING WITH YOU?** It is a booklet designed for use by the retail staff man — the national staff man — and yes, the classified man too — by all advertising men on Bureau member newspapers of all sizes, in all towns across the country.

This booklet was presented for the first time at the Newspaper Advertising Executives meeting in Chicago three weeks ago. To you men who were there I don't have to tell you the excitement it caused at that meeting.

Since the meeting we have had wires, phone calls, and orders pouring into the Bureau — more than we have been able to handle. We have been working overtime on it.

Just four days after the announcement of the booklet at NAEA, we sold out our first edition.

We re-ordered a second 25,000, and they were sold out.

We have re-ordered still another volume quantity, and when I left Chicago Wednesday, it looked as though we would have to re-order again this week end.

By that time over 100,000 copies will be in our member's hands.

We know it works because we tested it. We tested it completely with newspapers in ten cities of different sizes with different types of newspapers — both competitive and non-competitive.

Without exception these test newspapers assured us that we had a tornado by the tail — if we could get it into the hands of every Bureau member newspaper across the country.

The reason this booklet works so well is because it appeals to the self-interest of every man in the chain of newspaper selling.

1. First of all, it appeals to the staff man on the newspaper — whether he is retail, national, or classified.
 - A. Because it is short — it takes only three minutes to tell.
 - B. It is light, bright, interesting, and simple. It makes a staff man look good.
2. Second, it appeals to the merchant who receives the presentation. It gives him something he will want to pass on to the manufacturers' salesmen who call on him — something to mail to the manufacturer's home office.
3. It appeals to the self-interest of the company's salesman, and his district manager.
4. It gives solid, unvarnished facts that all these people can pass on to the home office of the manufacturer.
5. Finally, and this is pretty important — it appeals to the newspaper's own promotion and advertising staff because —
 - A. It is inexpensive — \$5.00 a hundred, a nickel apiece.
 - B. It is easy to localize, and make into a presentation that is the newspaper's own presentation.

Now I want you to see just how this booklet works.

Let's show on the screen some of the headlines and pictures from the booklet to give you an idea of what it's like.

And for the next three minutes, let's have each of you please imagine that you are the retailer — a guy by the name of Joe Goodsense. And that I am the retail salesman for the Centerville Banner, your daily newspaper.

STRIP FILM-SLIDE 1

Say, Joe, I've got a little booklet here that I think contains some data and ideas that can help you make sales without a cent of extra cost to you. It's entitled **IS YOUR PARTNER WORKING WITH YOU?** How about a couple minutes to run through it with you, okay? It starts out this way.

SLIDE 2

Here you are, Joe, working like a dog — day after day — to

build sales in this market.

SLIDE 3

You're part of a two-way partnership — *you* and the *manufacturer*. He *makes* it — you *sell* it. A perfect working arrangement, if he works *with* you. But ask yourself this —

SLIDE 4

In today's hard selling market, is he giving you the kind of help you need? Or is he?

Slide 5

Let's take *advertising*, for instance. Remember, "All Business Is Local" — both his and yours. How well does *his* advertising cover your market? Ask yourself, what's in it for *me* — here?

SLIDE 6

Right here at the center of the booklet, Joe, is what I call a Biz Quiz. The question is, "How many families does a manufacturer's advertising reach in *this* market?"

Look, Joe, just for fun, check your guess here. Here, take my pencil. And check over here at the left, your guess as to how many families here buy the Saturday Evening Post.

Thanks. Now do the same for the Ladies' Home Journal.

SLIDE 7

And for Life magazine too. Now, over here, mark your guess about *newspapers*.

Yes, I've got an answer sheet waiting right here, Joe.

SLIDE 8

So, let's look at it right now.

First though, take a peek at this headline, "Let's Get the Picture Straight in Richland County."

Well, there are the figures. Up at the top here you see the total number of families in this county.

Over in the left column are families reached by the Saturday Evening Post. And here are Ladies' Home Journal and Life.

Now, by way of comparison, take a good look at the coverage of our Centerville Banner.

Yes, sure, Joe, you can keep this answer sheet, and the booklet too.

SLIDE 8A

In the Biz Quiz you just took, you guessed that Life reaches 70 out of 100 families. Lots of people do the same thing.

SLIDE 9

And they're surprised as you when they find out that here in Centerville, Life magazine circulation reaches only 13 families out of every 100. As you see over at the right on this answer sheet, our paper reaches 63 families out of every 100.

SLIDE 10

Now, let me show you the rest of this little booklet.

And the next time your manufacturer tells you about the

THE LINAGE YOU SAVE

9

"national advertising help" you're getting — pin him down! Don't let your partner kid you.

SLIDE 11

Tell him *your* customers aren't "national" — they're right here.

SLIDE 12

Tell him that advertising in newspapers is the *only* way he can pre-sell his products to *all* your customers.

SLIDE 13

But — will he listen? Sure, he'll listen — and he'll pay attention to your letters.

SLIDE 14

Because you have something to offer in this "partnership" that he wants and needs.

SLIDE 15

He needs floor displays — big ones — window displays — shelf-position displays.

SLIDE 16

He needs tie-ins with his newspaper ads in local newspaper advertising.

SLIDE 17

So, tell your "partner" you'll work with *him* — if he works with *you*. Let him know that you want him to advertise here in *news-papers*. Tell him *why*. Keep this booklet as a reminder. Back him up if he's backing you!

SLIDE 18

That's the way to multiply sales and profits — like rabbits!

Well, that's all there is to it, Joe. What do you think of the idea? Want a dozen booklets and answer sheets to pass out to company salesmen that call on you? Sure, here they are.

Thanks, Joe, I'll be checking with you to see how things work out. It'll do a big job for you, I *know* — if you give it a chance.

(End of Slide Presentation)

As you leave the room there will be an envelope for each of you containing a copy of the booklet and pertinent material.

Those of you who are members of the Bureau may order the booklets in any quantity you desire. Just fill out the order form you will find in the sample.

But those of you who aren't Bureau members can still go back to your own communities and do your share of the fighting. I'm sure you have the facts and figures necessary to prove your points.

Get your sales forces behind th's effort. Remember —

"THE LINAGE YOU SAVE MAY BE YOUR OWN!"

Brother, Can't You Spare the Time?

BERT STOLPE

I am happy to see so many students before me, it makes me feel good. Because if you were a millionaire, you couldn't buy a better journalistic education than you are getting right here at the Cadillac of all Journalism schools, the "University of Missouri." There isn't any doubt about it. Dean English, Dr. Mott and others have done a tremendous job here.

Each year we interview and hire a number of students from the University of Missouri. They have all done remarkably well with our company. They go ahead very rapidly.

Now, I don't know if you folks like to make money like I do or not. But, if you don't love to make money, then you shouldn't go into the newspaper business, or into the promotion business. Because, basically, if you love to make money for your company and for yourself, the newspaper business has that opportunity today. The newspaper business is paying good money for people who can produce profit and results. Now, I wonder if you are money conscious. Let's see how sharp you are this morning. The first person who can give me the correct term and analysis to this problem, I will give this dollar. You must be quick. What is the term? You know they use the term tonsillectomy when they remove your tonsils. they use the term appendectomy when they remove your appendix, but what is the term used when they remove a growth from the top of your head? Yes, that's right — 'HAIRCUT'. All right, there you are, a dollar. All right, come on up here and get it. That's the way I like a man. He's a quick thinker. I brought an application along for you. I want you to sign it. I like to meet people who are on the ball.

My subject is "Promotion Means Profit". First of all we must set a base for this activity. Where does promotion come into the picture? Promotion and salesmanship are actually synonymous. If you don't know how to sell and tell you can't be a promotion man, because basically, promotion is salesmanship. Actually promotion and salesmanship came into being when man created ideas, developed materials, developed products and services which were too abundant for his own consumption. So finally he had to sell them to his fellow man, which created markets. And just remember this,

folks, that markets are people, not just ABC circulation. Never forget that you are talking to people when you start to promote and sell advertising. So as a result we have had from the very beginning of time the need for promotion and salesmanship. Everything has to be sold. That brown box, that screen, that picture frame, this black board, the clothes that you wear, the glasses that you wear, everything had to be created, developed, manufactured, merchandised and sold — and to the satisfaction of the consumer. That is why today promotion is more abundant in newspapers and every other type of media than it has been for many, many years in the past. Why? Because we have more and more new things coming all the time and sales competition has increased. Competition is becoming more keen. As the result, we have to point up to the consumer, to the people, "that the merchandise substantiates the price."

We must help move merchandise, today, and that is where promotion and salesmanship come into the picture, in relation to newspaper advertising. We are in a buyer's market, there is no doubt about it, and we are going to stay in a buyer's market. Only a buyer's market provides the incentive that makes possible the operation that is the bread, food, and life of industrial enterprise. It is only in a buyer's market that the consumer gets a choice of price, of delivery, of style, of quality, of credit terms, etc. That is why I say we are very definitely in a buyer's market. Buyer's markets have always resulted in increased advertising and sales if sales people are alert. I'm very, very happy that we are in a buyer's market, personally. It actually separates the men from the boys and that is what we've needed for a long, long while.

Now let's visit about television. When telecasts are in color, and when television sets are as numerous as radio receivers, television could become the nation's most powerful single instrument for mass transmission of information, education, and entertainment. However, newspapers, that provide excellent delivery service — get that point — that provide excellent delivery service — are sharply edited, well promoted, and vigorously sold have no insurmountable problems ahead. For it is well-established fact that no other medium can replace the newspaper as the basic instrument in the American home. There is a very definite need for restudy, however, of how well we sell, service, and satisfy the American people today. In my opinion, there must be improvement in service, and in some cases changes in the handling of news content in the future due to the reading time factor.

This is no time for members of the American press to stick their heads in the sand and say that the public must read newspapers to be informed.

It is a highly debatable point. Whoever won an argument when selling services and products? We believe it, but it still has to be sold. Newspapers are still the most undersold product

manufactured today. Let us then sell the value and merits of a newspaper.

The challenges of today require a more aggressive and more creative analysis than ever before if daily newspapers are to move ahead as we expect them to.

Research, regarded as a long-hair inaccurate practice a few years ago, must now be placed in its true perspective. More newspapers must do readership studies than ever before if we are to meet mass competition effectively.

In 1951 Fortune magazine carried an article entitled "Newspaper Business: The Death of a Formula." This was a sharp analysis of the economic aspect of the daily newspaper business. The closing sentence of the article read, "Economically speaking the large American daily newspaper has reached the end of a formula and must evolve a new one."

As I recall the article, it complained about our business administration practices. There is little doubt that astute publishers have adopted new and improved techniques in accordance with the trend of modern business necessity.

We definitely must sell advertising at space rates commensurate with the productivity of newspaper advertising. We must stop being so timid about the part we play in the every day business of the nation. We are a vital cog in the economic machinery of this country. In fact, newspapers as a whole must stop selling advertising at bargain counter rates and adjust them upward. Progressive newspapers are making no little plans for the future.

I really mean that. We have been selling advertising at bargain counter rates for a long long while, and I think the productivity of our publications is much greater than the price we are asking for our advertising.

So what is production? Let's get down to basic fundamentals. It is the motivating force of a sales organization. Nothing happens until somebody sells something. There isn't any doubt about that, is there? Our business is to stimulate and to motivate. It isn't possible to remember all that, you know. So it is our job to introduce new and refresh old facts, such as the previous speaker told you about when he showed you different types of presentations. That's what we do in the promotion department. But above that we sometimes go into the actual contact. Then, of course, we have to create something new. Some new type of vehicle to put our points across. One slogan we use is "Two-thirds of promotion is notion." We attempt to put that point into each presentation.

On my twelve-man staff, I have a liaison with each department. And that person is much more intelligent in his particular line than I am. If he wasn't, I wouldn't keep him. My business is to co-ordinate the efforts of the twelve.

Many newspapers have circulations a little different than ours.

but the promotions that I am going to tell you about today can be used on a weekly newspaper as well as on a paper with a circulation of 5,000; 10,000; 20,000; a hundred thousand, or a million, because basic promotion is applicable to any newspaper. It is only a matter of degree. You can take any idea that is used by the New York Times and use it in the Chicago Tribune, the Des Moines Register & Tribune, the Minneapolis newspapers or the Keokuk Daily Gate City. It is just a matter of degree.

What I am wondering about is, "are daily newspapers having an attack of Mentalitis or Schizophrenia?" Do we have the right attitude about competition? And when I talk about attitude, I mean advertising salesmen primarily. Are we the type of salesmen who when we get up in the morning say, "Good morning, God, it's a beautiful day in Missouri," or are we the type of salesmen who throw back the covers, walk slowly to the window, pull up the shade and say, "Good God, morning!" Which one are you? It makes a difference, and it makes a particular difference today. And if you managers are thinking of how many good advertising salesmen you have today, go back to your own staff, and you will find seventy-five percent of them can't sell newspaper advertising. Isn't it the truth? Shall I tell you why they can't? It's because they haven't kept up with the times. They think advertising is going to come in over the transom. I can remember when we stopped in and asked retailers, "Well, what are you going to run today?" "You don't want to run anything do you?" We must have more sales training. Sales training today is the number one job every advertising manager has before him. Because good salesmen are hard to find . . . but they can be developed.

Selling muscles are slightly flabby. I don't think there is any doubt about it. And if you want real evidence of that, here is an illustration. I made a talk up in Northern Iowa. And whenever I go into a community large or small to talk to retail men, jobbers, or manufacturers, I take \$20 if I have the time, visiting a number of stores. I pick up the merchandise and hold it in my hands. That is the first law of salesmanship, isn't it — to get the merchandise into the consumers' hands, so they can smell it or feel it? If the clerk would tell me one good thing about it, I automatically bought it with no sales resistance. Imagine, no sales resistance. I traveled up and down the street for an hour and forty-five minutes —. And do you know how much I bought? \$3.44 worth of merchandise! And I called on 13 different stores. In Des Moines, Iowa, I did the same thing. I picked up the merchandise and in 2 hours time, over a 2 day period, I bought \$8.36 worth of merchandise. I went into a shoe store and picked up a pair of shoes and had them fitted to my feet. And here was a pair of shoes for \$21.20 and one for \$18 even. I asked the clerk: What's the difference? And the clerk said, "Gosh Bert, I don't know, I don't think there is any difference,

they just spend the difference on advertising." So when we had a retailers meeting, I called this experience to their attention. And what happened? We brought Les Giblin, an excellent New York sales consultant, to Des Moines for a 2-night stand. What happened? The retail clerks of Des Moines paid \$2 apiece for the course. Just 466 of them attended each of those two nights. They are now asking for another clinic so they can learn more about selling merchandise. And most of them were people who have sold at retail for 10 years. You know why? The majority of those people never sold merchandise in a buyer's market before. If you want your retailers to recognize your newspaper, set up a retail sales clinic with someone who knows how to teach retail selling. A clinic will help you make more money. Consider this point, your retail advertising pulls them into the store, but if the clerks can't sell them after they get in, then your advertising doesn't pull according to the figures.

All sales muscles are flabby, but I am not so concerned with the people who are actually in contact with the consumer as I am presently about the management, and that is where the majority of you people fit into the picture. Are you men of management aggressive? Are you on the ball? Are you rejuvenating your sales staffs by having special staff clinics? Are you presenting sales training films? Are you bringing in people from the outside to talk to your organization? As you well know I could say some things to your salesmen that would not be wisdom for you. Isn't that the truth? We bring successful salesmen into meetings frequently. We have found every time we have an organized sales staff meeting, they rejuvenate and produce more revenue.

The problem today goes beyond the employment of advertising to move goods and sell services. The big question is this: Is each individual company advertising *enough*?

For a moment, let us look at the business picture, which never stands still. New inventions, new fashions and new ideas continually leave yesterday for today, and suggest the ingredients for the unknown of tomorrow.

What does all this economic activity mean to firms particularly with respect to their advertising? Will they sit back, waiting for other companies to take the initiative? After producing, they must secure adequate distribution, and then hit hard with sufficient advertising and sufficient merchandising to establish leading positions and stay there. The method should not be an obsolete formula good for yesterday, but one adjusted to the realities of today, and ready to flex with but not be overwhelmed by the competition of tomorrow.

It takes money to do the job. It takes money to make money, and if many companies expect to survive in the regional and national fights, they should unloosen their advertising purse strings.

Or maybe they'd rather give up without a fight.

Well, where does promotion enter the picture? It has to create ideas. For *all* types of merchandise and services. We help them create a presentation pointing up our markets, statistics, buying habits, costs, etc.

We do a lot of packaging; packaging analysis; distribution analysis and, of course, we know the market trends as most anyone does in the newspaper field.

And, of course, display and exhibit work is certainly something that every promotion department must know and must do.

What are the required talents and abilities of promotion department personnel? You students will be interested in this and so will those of you who are going to create promotion departments. Copy writing is number 1. You can have the most beautiful layout in the world, but if copy doesn't say something to motivate people to follow through and buy, it isn't worth the paper it is written on.

Number 2 is layout, number 3 is production art, number 4 know how to handle findings, and number 5 have your facts right. Number 6 you should know something about distribution. And above all else, number 7, you should know how to sell with a flair of showmanship.

There isn't anything done today that doesn't require a degree of showmanship. If you have a natural tendency, your task will be easier. Every time you go on a date with your best girl you put a degree of sell in it, and you put a degree of showmanship in it too. Use both when selling products and services.

Now, let's discuss copy — the number 1 point. Make it simple; make it factual; make it informative; and then be consistent. Don't change to something else every time you write a line. Define your objective. Select specific audiences. Be informative and helpful. Give one fact at a time. Don't exaggerate. Exaggeration has lost more sales than anything else. The day of the super salesman is over. Don't exaggerate. Use good layout and use headlines that give the information quickly. Keep the light touch. Don't be pompous.

What are the mediums of promotion that we use? We use competitive newspapers. You may say, "Oh, I wouldn't run an ad in a competitive newspaper." They serve some people that you may not. We use them to sell more circulation so that we can sell more advertising. Consistent promotion has built our newspapers. We use direct mail promotion for circulation and advertising. We use our publications to promote classified. We use some industrial and association publication space, and, above all, trade publications. We don't really practice what we preach in the newspaper business. Do you realize that in the newspaper business, we don't spend as much money combined to advertise our newspapers in trade publications,

as do the manufacturers of train engines? They certainly have a very limited market in comparison. We don't actually spend as much money for promotion as we think.

Promotion departments also get into the field of expositions, exhibits, conventions, exhibits throughout the newspaper building, and, of course, sales meeting exhibits.

Now let's get into the actual revenue-producing factors of this presentation.

Let's look at this first slide. Certainly the newspaper is the greatest show on earth; Cecil B. DeMille couldn't make anything more potent than a daily newspaper — it is filled with information, and entertainment. That is why it is still the "greatest show on earth."

What are the reasons for newspaper advertising? (1) The advertiser's product has distribution in a limited area only. (2) Deep penetration of sales area. (3) Sales of a product with national distribution are falling down in certain areas. (4) Regional product preferences demand various types of sales approaches. (5) Seasonal differences require exact time control. (6) The newspaper covers potentially rich markets inadequately covered by competitive sales media. (7) Local overstocks of the product need special sales attention. (8) Competitive forces mean a more intensive campaign in specific cities to fill in the nooks and crannies other mediums don't fill. (9) The advertiser wishes to test a certain area. (10) As a tool for public relations and publicity and, above all. (11) Immediate sales.

You don't have to wait a month for someone to run a tie-in ad to find out where you can buy the merchandise. You automatically find the place to buy in a newspaper.

In advertising promotion deal with facts, deal them straight, and promote them every day, not just spasmodically.

It is definitely a time when the pros, newspaper advertising pros, must get into the picture, for the simple reason that highly specialized selling of newspaper advertising is a "must". If you have a weekly newspaper, a medium newspaper, or a large newspaper, sell professionally and scientifically.

We published better than 4,078,000 lines of classified last year. There is one classified place that I don't think has been scratched yet . . . that is the promotion and sales concentration on further development of existing bulk space accounts. Most well known accounts are very important bulk space users. Newspapers promote transient business to the very nth degree. Very seldom do we promote bulk space users. Did you ever think what happens when there is a big snow storm? It's always the transient business that drops first. We are starting to promote bulk space users. As a whole they know and appreciate the value of advertising. It is easier to expand their lineage than someone else's.

Let's sell national classified. Classified is just as good for national accounts as it is for local or transients. National classified is definitely here. They can use it to promote their general space in the paper or they can use it as teasers announcing their campaign which will appear. They can call attention to their dealers; they can do many things with national classified advertising. If you are not selling national classified advertising, then by all means, start doing it. And that same thing applies to local retail; there definitely is more advertising revenue in that field.

Now let's talk about additional classified advertising revenues that are available. Two years ago we were not getting enough classified advertising from around the state. So we hit upon an idea. We got the weekly newspapers of the state of Iowa to represent us in the sale of classified advertising. The weekly publisher was interested because the advertiser automatically ran an ad in his weekly paper too. There are many weekly newspapers paying their monthly rent with the 15% commissions they are getting from sales of Sunday Register classified advertising. It is profitable. It pays off.

Many people use drug stores. In Detroit, they use drug stores as an outlet. What does it mean? It means you give more people an opportunity to buy want ads. You see a Coca-Cola refrigeration case in practically every school, every business, every filling station; in other words they make Coca-Cola readily available.

Here is another revenue producing idea. You may say, "What does that have to do with us? We don't have the circulation." Well, now, are you sure that you don't? There are weekly newspaper men who are going to try out mail-order classified, but primarily the opportunities are in the daily newspaper field.

We have three different sections carrying mail-order in our newspaper. One in the general advertising department; one in the classified department and the other in the "Farm and Home" Sunday department. Here is what that has meant to our classified department. This particular phase meant the difference between gain and loss the first year we tried it when we carried 71,955 lines of mail-order advertising. And the second year, 1952, we moved up to 86,850 lines, at a dollar a line. That is good revenue. The promotion department created the idea. That is another reason why you need a promotion department. Mail order advertising can be sold in many newspapers. You would be surprised how mail order advertisers are looking for new avenues of telling the public what they have for sale. All you have to do is promote it and sell it.

Let's go on to local display. Here's an idea Gene McQuire, our local advertising manager, said paid off. He takes advantage of every opportunity. This happened to be the teachers' convention. Every year in the past we let the teachers' convention go by without too much promotion effort on our part. We wanted to step up lineage on the event at least a few percentage points. What should we do? An

apple for the teacher is just as simple as ABC. So we dressed up two girls in formal wear — tails and everything including a stove-pipe hat. The girls were practically six feet tall. They called on each and every retailer in the Des Moines loop and presented an apple; of course, the sell tag was personalized. In presenting it they did not just say, "here is an apple." They came in with the apple on a large, beautiful silver tray. If the recipient was in a meeting, they went in and presented it to them even if they were with a half dozen people. What was the result? We had a net increase of 1560 inches. That's revenue, promotion. Give *all* special events the promotion treatment, it pays.

Here's a co-op ad that we have been running now for several years. It's the same old puff stuff that you've seen many, many times and many of you use it. We use the technique of running their names along the right hand column and promote everything that is good for Des Moines. It tells what's happening in Des Moines; for instance, if there is to be a sports show, we'll tell them about it in this page ad. We will also tell them if there is a convention of substantial size coming to Des Moines, if the opera is coming, or whatever the event may be. And, of course, we always tell them about special days, like dollar days, etc.

Here is an example of taking advantage of immediate opportunity. It produced revenue. You remember when Eisenhower was elected President? One of our men said, "You know there are a lot of people who just think this is Utopia and they are willing to spend some money to tell the world so." One salesman sat down with an artist and produced this picture and of course the headline "Ike Is Behind You 100%". The men contacted were politically strong. The sell was done over a telephone. Each name represents \$204. That salesman was alert and on the beam. And, you know the funny thing about it, he was the youngest man on the staff. He was on the ball. In fact, he hadn't been out of college very long, but he was creating new ideas, and that's important.

Now here is another technique. This is attention-getting printed promotion. We are currently promoting a Home Show. This particular piece is printed on sandpaper — we use every technique possible to get attention. Sandpaper is certainly allied to home, isn't it? . . . You don't build many cabinets or anything else in the home without sandpaper, do you? We used a lot of copy, that's true. We mailed it in a formal invitation envelope so it was conspicuous. The advertiser read it, and responded to it. We could have written that same copy on a letter and it would have been thrown into the round file.

Here's something a little different. "What is it?" A Spring fashion promotion for March 1: What did we do? We went to a department store and bought a piece of the finest silk we could find. We tried to print on it without success. So here is what we

came up with: it is taffeta material and we silk screened our message on it and mailed to Des Moines merchants. The merchants got so excited about the Spring Fashions promotion they called a special meeting. What happened to spring fashion advertising lineage? It sold additional accounts and added lineage. That's exactly what you are interested in, isn't it? We can go through dozens of ideas. We have the usual promotions such as June Brides, Fashion, Furniture, Manufacturing, Anniversaries, Fall Fellowship Day, Jobbers & Manufacturers Exposition and many others. You know that you just cannot sell advertising; it has to produce results. Follow through and merchandise results whenever possible.

Retail sales in my opinion in 1953 will be good. I think you will find they may taper a little during summer, but I'll bet retail sales in 1953, when the figures are all in, equal or surpass 1952. That is being very optimistic. I believe it will be a true prediction.

Let's go on to sports promotion. We sponsor a sports show and it attracts revenue impossible to touch any other way. Yes, you do carry sporting goods advertising from your sporting goods dealer, but a sport show goes far and beyond the sporting goods dealer. Sport show advertising goes into the manufacturing end of the business. Did you ever stop to think people spend more money on fishing and hunting in the U.S. than they do on ticket sales for all other sports combined? It's big business—it means additional advertising revenue if promoted and sold.

We do all types of market data exploitation. All the things the previous speaker told you about are materials produced by a promotion department.

Now let's discuss the basic techniques of promoting national or general advertising. I would like to advocate here and now for the umpteenth time that when you publish market statistics let us not only sell ABC circulation but let us project readership figures. Tell the advertiser how many people actually read the daily newspaper in your territory. After all, the daily newspaper is certainly basic and it is read by nearly every one. In determining readership figures I would recommend that we use the basic age of 10 years. That is the age youngsters begin to take definite interest in a newspaper.

Here is another technique — "companion advertising." There are many advertisers that have products which they cannot afford to promote in full pages. The thing to do is take a full page and divide it up. Here is a breakfast ad to promote — butter, Old Homestead pork sausage, Duncan Hines Pancake Mix, and syrup. It makes a complete package. That is "companion advertising." It takes a page out of the television book where they use companion advertising or related item advertising on a very substantial scale.

Here is a survey technique that each and every one of you can use. The results are received and accepted by all advertising

agencies in the nation. We do not use the Milwaukee Journal technique which is very good. We use the Grit survey technique. It is very economical — any weekly newspaper could afford to do it. You don't have to offer \$1000, you can go down to \$200 if you want to. We promote it in the form of a contest. "I like the Des Moines Sunday Register because . . . (in 50 words or less). When you make up the promotion ad, the copy cannot contain a coupon that will be more than 1-2 the total page space according to government regulation. You can check any advertising agency in the nation and they will tell you our figures derived from this contest every two years are authentic, basic, and they accept them.

This is our Farm and Home Register. One of the reasons why we publish this Sunday supplement is that we could not get advertising revenue from enough farm merchandisers. We have a dense farm circulation — over 146,000 families in Iowa take the Sunday Register — so we went after farm advertising and as a result the revenue has been very substantial. That supplement is another reason why promotion departments must know how to deal with all types of market facts and distribution.

This is a picture taken at our soil conservation field day. You may say, "We don't believe in special events." If you aren't doing special events to help substantial advertising readership, as well as to prove the attraction power of your newspaper, you may be missing an opportunity. We sponsor this national soil conservation field day. The promotion department gets a terrific workout. Headlines following this event read that more than 75,000 farmers attended. It was good promotion. As a result we got revenue that we could not touch in any other way plus much good will and leadership recognition.

This is a picture of Farm Stead workers. You can imagine lumber dealers, tile people, silo builders, so on and so forth, participating in a very, very substantial way.

We use the cartoon technique of trade paper advertising practically exclusively. We have used many gimmicks and find the cartoon type of trade paper copy the best for us. In trade paper promotion be certain the headline sells.

Things don't happen, somebody makes them happen. There is only one thing that passes from the moment that you are born until the day you die and that is time. I'll ask this question. What do you do with yours? It's very important in this competitive era that we all look into the possibilities of increased revenues for our newspapers. Now is the time to get on the ball and build newspaper revenues.

LET US BUILD A GREATER FUTURE FOR THE NEWSPAPER INDUSTRY by doing and recognizing these 5 points:

1. The newspaper industry must tell the public what it stands for in terms of the individual, his business, his job, his family

and his community.

2. Newspaper management must not talk up or down but directly to or straight at the American people in practical, easily understood terminology without verbosity.
3. The newspaper must be sold as a basic news, information and entertainment medium and as an economic necessity.
4. Newspapers must recognize promotion as an economic necessity and spend the money to produce revenue. In brief, practice what we preach to all of our accounts.
5. No advertiser owes us lineage just because we are newspapers; but rather we must sell newspapers for what they will produce dollar for dollar against competitive media.

Promotion Means Profit

MEL W. STONECIPHER

The newspaper's phenomenal growth in community life is a direct result of the individual's effort to live. Can it be eliminated at this time or at any time in the future? Your answer now, is just exactly what will happen to newspapers in the future. Can *homes* (*people*) exist today without a newspaper? Well, it is conceivably possible in a single instance—but highly improbable in the aggregate.

From smoke signals, the news drums of Africa, to the Town Crier, there is but a single step to printed news about people or about products and their service.

In every town and city the public value of a newspaper invariably can be measured by its treatment of a feature section called Classified Ads. These ads are so numerous they *must* be classified. If this section is a weak section, it is a weak newspaper. If the classified ad section has a thriving vital nature in a newspaper, it is an indication of a powerful public acceptance and readership. It could easily be a measure to each business and to the newspaper . . . as a life expectancy.

Classified advertisers have been termed by many authorities "*the most important advertisers in America.*" Why? They are the "consumers" of all advertising. They are newspaper and magazine circulations. They are radio's listening audience. They win wars abroad and merchandising victories at home. They decide elections. They are population.

As America's advertising majority, classified advertisers constitute our only positive, unsolicited index of public opinion about advertising. The Hoopers, the Gallups, and the rest of the researchers supply speculative data on media appeal for puzzled space buyers. More revealing of "public acceptance," "public interest" and "public welfare" than all their cross-section studies, is the cross-country proof in newspapers — right before our eyes every day — that classified is the public's favorite and dominant advertising medium.

There were over 2,500,000,000 lines of classified advertising published in the newspapers of the United States last year. There was over \$500,000,000 dropped in the cash registers of the U. S.

newspapers last year.

Judging from the trend it is estimated that newspapers will publish close to 600,000,000 individual classified ads this year. One typical metropolitan newspaper publishes some five thousand display ads and over 150,000 individual classified ads monthly — over thirty times as many classified ads as display.

The bulk of radio's billing is in less than a handful of classifications dominated by scarcely more than a few handfuls of major principals. A single weekly issue of *Life* or the Saturday Evening Post contains less than 200 ads. Harper's Bazaar is "fat" with 400 individual advertisements a month. One Los Angeles newspaper alone contains over 5,000 classified ads every week day and over 8,000 every Sunday.

Impressive as these volume totals are in comparison with other mediums, to gauge classified's hidden assets we must dig beneath the cold figures.

Who are classified advertisers?

They are yourselves, your friends, your neighbors. They are all the people of America; rich and poor, young and old, all colors, all faiths, urban, suburban and rural. They have farms and ranches to sell, household furnishings to dispose of, mansions, hovels, modest rooms and lavish apartments to rent and sell.

They advertise yachts, airplanes, pets, machinery, trucks, trailers, diamonds, clothing, musical instruments, cameras, guns, horses, livestock, building supplies, business property, industrial acreage, antiques, furs, automobiles, jobs, business opportunities, and any other commodity or services you might think of. They are large industrial and commercial corporations and small business firms. They are the artisan, the manufacturer, the salesman, the stenographer, the clerk, the manager, the laborer, the housewife, the banker, the undertaker and the candle stick maker. They are *America* in advertising action at the "grass roots" level.

The people place their millions of classified advertising lines without benefit of copywriters, counsellors, artists, or research analysts. Amateurs, they are no less successful in their adventures than the highest paid copy experts in the world. Ever since newspapers were first published, classified has been developed by the people as their own centralized market place for goods and services of all kinds. The history of America, the expansion of its frontiers, the changes of its economy, the development of its markets are factually chronicled in the back page small type records of newspaper classified. The classified ads have been an ad medium used by the people for over 300 years.

Classified's range of usefulness has no limitations; it is as wide and deep as life itself. Hundreds of different classifications supply a more fantastic assortment of things and services than is presented in any other medium.

It would be impossible to collect and display, in any one place other than classified, the vast array of offerings advertised in a single issue of a metropolitan classified ad section.

Not concerned with goods and services alone, classified far surpasses all other media in the drama, the real theatre of life. Classified is not static, although it looks the same every day, it is never the same in content. Its columns throb with the hopes, humor and heartbreak of living people, from the initial announcement under Births to the final "Death" or "In Memoriam" notice.

Classified is the stuff that life is made of at the *base level of human need* and action. Here is every community's typographic montage of tragedy, ambition, hope, success and failure condensed in single column agate miniatures.

It is often said that classified managers in their enthusiasm tend to exaggerate or over-emphasize the importance of their department. I do not wish to be so accused here today. So let me quote the appraisals of a few top newspaper figures not directly identified with classified.

Classified advertising is the life blood of a newspaper. I know of no other feature which is so indicative of reader interest.—Senator Arthur Capper, Topeka (Kans.) Capital Classified cannot be matched by any other department or by any other feature ,for its reader service, reader response and its public service.—R. L. Powers, Bus. Mgr., Houston (Tex.) Press

Spot news in the newspaper is no closer to the lives and hearts of our readers than is classified advertising.— Francis S. Murphy, Publisher, Hartford (Conn.) Times

In classified, more than anywhere else in the vast realms of publications, the average man can share the benefits of mass communication. That privilege has become so commonplace it is perhaps too rarely appreciated, yet so precious that every truly democratic person must want to preserve it. —

Geo. E. Simmons, Professor of Journalism
Tulane University, New Orleans

Classified advertising is the No. 1 Public Service of the newspaper. It is the greatest form of all advertising. —

John D. Ewing - Editor & Publisher
Shreveport (La.) Times

Classified is more than advertising. Display advertising is conversation. Classified advertising is gossip, and everybody knows that gossip is infinitely more fascinating and powerful than conversation.

Dwight Marvin - Editor - Record Newspapers
Troy, New York

Classified advertising is news in its most essential sense. Classified creates readership. It adds readers and holds

readers, often more securely than the feature, the comic, or the brilliant editorial. —

John H. Sorrells - Pres. & Publisher
Memphis (Tenn.) Publishing Co.

Classified pages have greater influence in shaping the lives of people than editorial pages, and ring happier sounds on the cash register. Classified is the newspaper's chief claim as the voice of the people. —

R. H. McKinney - J. P. McKinney & Son,
Newspaper Representatives

No classified department can grow and prosper unless top management of the newspaper recognizes all of the plus values of classified advertising. If management looks upon classified as a necessary evil — as line ads in the back of the paper — *then the classified volume will reflect this attitude*. If on the other hand, a publisher or advertising director evaluates classified as an indispensable service to his subscribers as an important factor in creating better public relations, as a vehicle which supplies the wants and needs of the community which he serves — then it is possible to build and maintain a classified advertising representation which will enhance the prestige and reader acceptance of that newspaper. Classified advertising is one of the most *important departments of the newspaper* in the matter of *Public Relations*.

For to the public, classified is news more than it is advertising and to the publisher it is the most important paid reading matter in the paper. Classified is the only newspaper feature, serving both the public and the publisher, that is supplied and maintained not by specialists or fee charging agencies, but by the very people upon whom newspapers depend for existence. Some time ago in a full page ad in Editor and Publisher, an Eastern newspaper reported having received 351,556 written replies in answer to the box-number classified ads which appeared in that newspaper in one month — think of it—351,556 in one month. These letters came from people seeking apartments, business men with money to spend on real estate, men and women looking for employment, families eager to buy merchandise—a *countless variety of readers' interest based on urgent need*. We all know that the number of box number ads in any newspaper is a very small percentage of the total number of classified ads published, in most papers, less than 2%. If these 351,556 letters amaze you, think of the additional thousands of answers made in person, by telephone and mail to all the other ads not using box numbers. How much would a publisher pay for a non-revenue producing syndicate feature of such sure-fire power. Here in classified, made to order by the people, is the newspaper industry's greatest single public relations medium.

As the people's chosen medium for their own advertising, clas-

sified provides indisputable evidence of the people's faith in newspapers and all newspaper advertising. Speaking for "labor" John L. Lewis was reported to have made this criticism of newspapers. "There has been a growing feeling on the part of labor that the advertising, the editorial and even the news columns of the vast majority of the American Press cannot be trusted to do justice to the facts".

When Mr. Lewis speaks thus about advertising, he doesn't know what he is talking about. Let the newspapers challenge such statements with these facts. The classified advertising appearing in the American newspapers is written by the people, most of them in the ranks of labor, what they write represents their personal opinion of prices and values. Classified advertising flourishes throughout the democratic world only because the people believe in each other's words as printed in classified. Classified advertising could not flourish unless it was *bedrocked on public confidence*, for classified touches people more pointedly than it touches newspapers. No other medium is so sensitive to public action and reaction.

Actually, classified's strength and appeal are sustained far more by its diversification than by its volume. A paper publishing a page of classified in a small rural town is just as important to the people of that community as a metropolitan paper publishing ten pages is to its big-city readers.

Dan Lionel, in his excellent "Clinic" appearing weekly in Editor and Publisher, recently reported how small newspapers are discovering that classified not only is a revenue builder, but a magnetic circulation attraction.

Here is the story of J. H. Curtis of the St. James (Minnesota) Plain Dealer and Courier, told in his own words, describing what he calls, "A Challenge in the Application of Public Relations." Jim graduated from the University of Missouri.

"If a newspaper through a lost ad finds a dog far a small boy he will be a friend of the paper for life. If a classified ad finds a woman to help out a harrassed mother who has some sick children at home she will be friendly to the newspaper. When a classified ad sells a piece of farm machinery or a used car for an individual or dealer he will have a favorable impression of the newspaper.

"A classified salesman creates good will and makes good public relations for his newspaper when he takes the time to assist a person to properly write his classified ad, whether it be to sell a car, a house, or a boat.

"I come from a small town of 4,000 people and publish two weekly newspapers for our community.

"We increased our classified advertising 'ad count' and income by about 10 per cent in 1951 over 1950, while display was off about six per cent and national was off about 30

per cent — our income is up from \$3,500 a year to more than \$10,000 a year from classified alone.

“I have proof that classified is interesting to our readers and that the classified ad page is the most appealing page in our newspapers.

“We had a Readex reader-interest survey made. This survey showed that the classified advertising back page of the Courier was read by 74 per cent of the men and 79 per cent of the women. The Readex survey showed that the Plain Dealer classified ad page had even a higher reader interest, 82 per cent of the men and 86 per cent of the women.

“No front page story had as high a readership as the classified ad pages of our newspapers.”

This example, which could be duplicated in thousands of other communities, illustrates my main thesis, namely: Newspaper advertising volume can be sustained and increased on its proven ability to serve the economic welfare of the people, demonstrated most emphatically every day by the people's own use of classified.

Radio, television, magazines, no other medium performs this great classified service — *only newspapers*.

What a challenge, what an opportunity all this presents for everyone in classified — for everyone in the newspaper industry.

Here we have a department that is growing faster as a revenue asset than any other department of the newspaper. There is every indication that it will become an even greater profit and public service factor as population increases, and as more and more people have need for classified.

Never in the history of the business was there a time when classified managers could be as excited about pursuing the full measure of their department's contribution to the newspaper industry, as now.

Let me spell this out in the more formal phraseology of the Southern Newspaper Publisher's Association advertising committee Appendix:

“The typical newspaper derives 60 per cent to 70 per cent of its revenue from advertising and only 30 per cent to 40 per cent from circulation. Consequently, it appears logical to assume that the sale of advertising is the primary business purpose of newspaper publication and that circulation and circulation revenue are incidental and accessory to the primary purpose.”

This means, that if the Free Press and the Free Enterprise system are to survive and prosper in America, newspaper advertising must be their primary profit support.

The obvious public relations influence to this responsibility is that PEOPLE continue to regard newspaper advertising as the pri-

mary support of their own economic prosperity.

Preserving the newspapers' "lifeline of security" in this period of storm and stress, therefore becomes largely a matter of recognizing and fulfilling the basic obligation of our stewardship — expanding the desire and willingness of the people to use all forms of newspaper advertising profitably in their daily lives. Or, as Edward Bernays put it, resourcefully, "adjusting what is promoted to the broad public interest and need."

Only in some place such as Pago Pago would you expect to find business being transacted with no more than a series of assorted "ughs." But right here in America, deals totalling millions of dollars are closed every day with such cryptic gibberish as "3a. brk. 3br.-2b. \$28,500."

Just why literate Americans resort to this jargon is an interesting commentary on advertising as practiced today in the classified columns of some daily and Sunday newspapers over the country. The standard of today's typical ad makes it appear that the art of writing classified ads was discovered only yesterday.

Back in 1692 in England, a John Houghton wrote this little gem:

At one Mr. Packer's in
Crooked Lane next the
Dolphin, are very good
lodgings to be let where
there is freedom from
noise and a pretty garden.

Two hundred and sixty years later we find in one of America's greatest newspapers this gem of salesmanship, no better, no worse than most of them:

ST. HT. PVT. SHWR. NR. BUS LI.

This let-down in salesmanship is the more significant because no other advertising medium is so perfectly fitted to the needs of both seller and buyer.

Millions of eager prospects turn to the classified columns every day with an urgent, and sometimes heart-breaking need for something specific. A house, a job, a used car or even a second-hand baby carriage. Into this great market comes the advertiser with his offering. It has been cataloged by subject matter by the newspaper to make it easy for the two parties to meet. In no other market place in the world is the set-up more ideal for doing business. That's why classified has become big business with two Capital "B's."

As I said before, last year business firms and individuals bought over 500 million dollars worth of classified linage to rent, sell or hire. That's almost as much as the total invested in advertising in all the national magazines combined. Even television with its \$75,000 an hour programs did no better than \$485,000,000. It's not only one of the world's biggest market places but by all odds the strangest.

Almost in sheer defiance of his golden opportunity, the advertiser

thumbs his nose at salesmanship and makes like a Fiji Islander. A prospect for a house is kissed off with "2Bper. cond." Another who wants a used car so badly has to guess what "r&h" means.

Newspapers as a rule deplore this "ugh" type of selling and do everything possible to discourage its use. At tremendous cost some newspapers maintain a staff of a hundred or more ad takers, ad writers and salesmen all trained to either write the ads completely or help compose them for their customers.

These advertising experts know the five factors that make a classified ad tick: 1. It should have an interrupting idea. 2. It should state the facts. 3. Its vital words should be spelled out. 4. Fresh phrases are better than old chestnuts. It's better to tell the reader to do something about it.

In performing this task, it seems elementary that the newspaper industry do everything in its power to strengthen the central cord of the precious life-line, the people's own advertising itself, CLASSIFIED — the only mass medium of communication still exclusively newspaper.

Having been told repeatedly by newspaper leaders that classified advertising is the life blood of a newspaper, let us complete the analogy. Like blood, the classified columns are not too pleasing in appearance, they are without glamour as printed lines, their effectiveness unlike display advertising doesn't require it. But through these narrow newspaper veins course the vital substance that distinguishes newspaper classified advertising as the greatest PUBLIC SERVICE MEDIUM IN PRINT.

Perhaps these suggestions are in order:

1—Your number 1 tool is your rate structure—it can also be your public enemy number 1. There are numerous good rate plans but there are some poor ones too.

2 — Use a type face that is easily read. It is better to limit the size of ads than limit your number of readers.

3 — Make it as easy as possible for the public to place a classified ad in your paper. Publish your phone number as often as possible in your promotion and make it clear how easy it is to phone in an ad and say "charge it."

4 — Print death notices, panels, cartoons etc. on your classified pages to obtain more new readers and reader interest. Some of the largest classified mediums in the country do this.

5 — Set up your classified pages in attractive form and limit the number of classifications. The more ads that run under one classification the more valuable the space is to the advertiser.

6 — Get more readers for the ads you already have — tell the public in little readers, streamers, front page boxes, etc., about some of the unusual offers on your classified pages.

7 — Do not keep your classified results a secret. Use testimonials and plenty of them. Remember your own newspaper is your greatest

salesman. In my opinion nothing does the job like testimonial promotion.

8—Give courteous attention to complaints and adjustments. Are you sure your people are handling these transactions in the right manner? We are always willing to make an adjustment even though the customer is stretching things a little.

I Seen Yore Advertisement

J. M. STAFFORD, JR.

Some of the warmest friends I have ever had have been editors of weekly and small daily newspapers. Louie Morris, of the Hartwell, Georgia, Herald, who, despite the wailings of the advertising department, refused to cash my checks for advertising oftener than once a year; Rush Gurton, of the Lavonia, Georgia, Times, who startled his readers one week by his report of a personal interview with Mae West when she paid a visit to Atlanta. And what I found in the honest, straightforward, salt-of-the-earth, hard-working editors of Georgia through more than 20 years I have found also in the newspaper people of Missouri — people like Stanley Fike, Scout Harrison, Cap Garvin, Tom Quickel, George Scruton, Ben Weir, to name only a few. So, for many reasons, I am pleased with the opportunity to meet with you here today.

As generous as your chairman was in his introduction, I should admit that, although I have been in advertising and public relations work for almost 30 years, I can't even write an intelligent note to our milkman. My wife says: "Write a note to the milkman and tell him to leave some skimmed milk for the puppy." I write a note: "Please leave only one quart of skimmed milk today." What happens? Well, just like I told him, he leaves one quart of skimmed milk and no Grade-A. Again I make a try and write: "In addition, leave one quart of skimmed milk and one quart of buttermilk" . . . meaning, of course, that we want these in addition to our usual two quarts of sweet milk. Well — this time we draw four quarts of sweet milk, three quarts of buttermilk and two quarts of skimmed milk. Now, I've given up. I've told my wife she can write her own notes to the milkman. And she does so . . . and gets exactly what she wants.

So, despite the assumption of your chairman that you can expect some superior appraisal of advertising from me, you can plainly see that I can't even write a note to my milk man . . . and make him understand what I want from him!

The Smith family in Kansas City became beneficiaries of the estate of an oil-wealthy uncle in Oklahoma. They decided they should move from the North to the South side of Kansas City. So they bought a home out in the finger-bowl section, moved in, and announced to their new neighbors that their name was "Smythe."

Their young son, who from birth had been called "Chris," was to be called "Christy" in the new neighborhood. The mother and father went to church the first Sunday — the minister met them in the vestibule at the conclusion of the service and welcomed them to the congregation. He said: "Do you have any children?" The father said yes, they had a 12-year-old son. The minister said: "That's fine; we'll put him in our young people's choir." The mother spoke up and said: "But Christy can't sing!" Then the minister said: "Well, by God, he can try, can't he?" So, if it meets with your approval, I'll at least try.

Phineas T. Barnum, perhaps the greatest showman this country has ever known, was not the humbug many people have credited him to be. He was a practical, shrewd, imaginative businessman. Here's what he had to say about the power of advertising: "If a man has goods for sale, and he don't advertise them in some way, the chances are that one day the sheriff will do it for him."

The history of American business is replete with the failures of businesses large and small whose owners concluded they, for one reason or another, could get along with less advertising this year than they did last year — or who had all the business they could handle anyway without advertising—or who decided it was more profitable to take orders than to sell merchandise — or who did not believe that advertising increases profits faster than it increases costs — or who were not convinced that advertising, by preparing the way for salespeople, reduces sales costs.

On the other hand, you doubtless are yourself acquainted, from your reading or from first-hand knowledge, with businesses whose success advertising has served to insure and perpetuate. There are businesses whose managements looked somewhat beyond tomorrow and the next day — who, when sales were high and easy to make, realized there'd come a day perhaps when selling would be tough.

Now, I have a few supicions about newspaper advertising — and about people who sell it — which, if I may beg your indulgence, I should like to air. I am confident you will do me the kindness of recognizing that nothing I say is said in terms of criticism but, rather, from the viewpoint of one who feels a close tie to you. . . in addition to being an advertiser with many of you.

There's the story of the psychiatrist who walked into his reception room one morning to find a man waiting to see him. The guy had on a wide-brim straw hat with a high crown. The crown had been pushed down to form a kind of receptacle into which, it was plain to see, an order of scrambled eggs and bacon, topped with parsley, had been placed. The man had a carrot stuffed into one nostril, and a red Scripto pencil in the other nostril. Around his neck he wore a rope of cooked spaghetti that was tied under the throat in a Windsor bow. He was wearing one black shoe and one white shoe, the right-foot on the left and the left-foot on the right. His

shirt was studded with Orange Crush, Nehi and Coca-Cola bottle-caps. Hanging from his watch pocket was a chain made of two possum tails held together by several Reddy Kilowatt pins and a couple of pieces of Scotch tape. The psychiatrist was only mildly startled and asked the man back into the consultation room. After he had been seated, the doctor said: "Well, my good man, what seems to be the trouble with us?" Our friend spoke up brightly and said: "Well, there's nothing wrong with me, doctor—I came to see you about my brother!"

So, you may be certain there's enough wrong with my own business, really, without my having to tend to yours. However, I'll take the chance on at least a few remarks.

I believe, in general and for whatever worth they may have, there are only about four matters I wish to draw to your attention:

1. Don't get a competitive complex.
2. Sell your space on its merits . . . and no other way.
3. Insist on continuity of advertising schedules.
4. Work your local market.

1. *Don't Get A Competitive Complex.* I have the suspicion that, now and again, local newspapers concern themselves too frequently with what appears to be the growth of other advertising media. Of recent years, and in some areas, this new medium called television is rearing its head—and, admittedly, a very fine head it is. In some places the energetic sales staff of a local radio station causes you worry—or an aggressive outdoor poster plant operator. And, as you well know, if you let competition annoy you too greatly, you begin to lose your own effectiveness. You find yourself in the position of the farm boy who's been told to mind the fence gap—and then discovers that unbeknownst to him somebody has let down two other gaps in the fence—he tries to mind them all, only to find the bull and the heifers, the whole darn lot of them, have busted out and headed down the big road.

Preliminary figures for 1952 show that newspaper advertising was good for 35 per cent of the nation's total advertising volume . . . showing an increase of 9 per cent over 1951. The greatest increase, almost 12 per cent, was in local advertising. Think of it, of the country's total advertising expenditure of \$7 billion last year, virtually \$2½ billion was expended in newspapers—with \$2 billion of it classified as local. Here is evidence of the fact that you have a good product to sell . . . or people wouldn't buy it.

Don't ever stop studying what it is you have to offer in newspaper advertising. You don't have to forget competition for the advertiser's dollar, but you can do a better job building up your own sales-story. And then when the going gets really tough—as it very well might some day—you will be as well prepared to defend your position as the colored minister I once heard about.

This preacher had been invited from Atlanta down to a small

Georgia town to preach a trial sermon at a church where a vacancy existed. That there was some dissension among the congregation was apparent when, shortly after the visiting preacher had walked up to the pulpit, a large, overripe egg hit him resoundingly on the side of his shiny black head. He looked out over the congregation, reached back into the pocket of his frock-tail, took out a large handkerchief and began to mop the liquid chicken from his brow. Then he said, slowly and deliberately: "Brothers and sisters! I'm gonna preach a ve'y short sermon . . . den we'se gonna sing hymn number 203 . . . den I'se gonna say a word o' prayer — den, after dat, dey's gonna be de goddamndest niggah fight you ever seen!"

2. *Sell Your Space on Its Merits . . . and No Other Way.* I'm positive it is never done by Missouri newspaper people, but in some other states I hear of newspaper advertising people who go in to see a prospective advertiser and open the conversation by saying: "Well now, Bill, I think you oughter do some advertising with me." That, my friend, believe me, is the worst way I can think of to sell newspaper advertising. Why, may I ask, should Bill "ought to do some advertising" in your newspaper? Does the Chevrolet dealer come to you and say: "John, you ought to do some business with me?" If and when he does, he knows darn well that, first, he has the job of selling you on the value of the Chevrolet — what it will do for you, and in as great detail as seems necessary to effectuate the sale.

So, sell newspaper advertising on its merits . . . because, goodness knows it has its merits. And, although it may be trite to put it this way, it is downright uncalled for and undignified to sell it any other way.

Actually, I predict that the newspaper — as a disseminator of news and as an advertising medium — is approaching a new-day of importance rather than facing doom of any kind. For example, in the technique of polling public opinion, a term called "depth of interview" has cropped up in recent years. Scientifically, I understand, it involves a somewhat deeper search into the opinion of individual members of the public than their answers of merely "yes" or "no." During the political convention of last year and the subsequent elections in November — every phase of them widely covered by radio and television — American people stepped-up, rather than diminished, their readership of newspapers. And I am convinced it was because they felt the need of getting for themselves more "depth" to their understanding of what was going on . . . even though millions had observed with their own eyes exactly what was going on. Perhaps newspaper editing shall have to be improved to meet new-day developments . . . and newspaper advertising as well. The fact is that there is a definite place — for a long time to come — for the American newspaper.

Not long ago I was reading a review of Sir Laurence Olivier's

portrayal of "Hamlet." And I was a little disappointed to find that very little was said about two of the more interesting "Hamlet" characters, namely, Rosencrantz and Guildenstern. You will remember that these two courtiers come on and off the stage with some regularity and always in unison . . . bowing and smiling and engaging in dialogue. I was reminded of the story a friend told me recently of the Shakespearean play being put on by a group of eighth-graders. In one scene, the King was to say: "Where is my daughter? Send in the guardsmen!" Whereupon the two freckled-faced lads carrying their long spears were brought in to be told by the King: "I want you to search the garden for my daughter." In a few minutes, later in the play, the guardsmen came back onstage and one of them, bowing before the King, says: Please, your Majesty, we have searched for the girl and we cannot find the place."

I contend there is a *real* place for newspaper advertising.

3. *Insist on Continuity of Advertising Schedules.* I recognize that considerable research has been done in the matter of the continuity of newspaper advertising. And I believe that were I selling newspaper advertising I would insist that the advertiser follow at least some kind of continuity of schedule. I say this irrespective of what the advertiser's budget may be . . . whether he can afford a 10-inch ad each week, or every other week, or a full-page. Make it an important, convincing part of your sales presentation, not with the idea of boosting your advertising take — although that will surely happen sooner or later — but *because it's good for the advertiser*. Continuity and repetition are basically at the heart of effective advertising . . . and you have not done the proper sales job until you sell continuity. The every-once-in-a-while advertiser is welcomed, I am sure . . . but you can build more solid advertising revenue with regular advertisers.

4. *Work Your Local Market.* Obviously, it is pretty nice to receive national advertising through an agency. And I suggest that you cultivate such advertising in whatever ways you can. But I would spend most of my effort on building up my local advertisers . . . not just to bring in more revenue but actually to improve the local advertiser's business. There is a parallel in the case of my own company. An electric company is tied physically to the communities it serves. It cannot, overnight, decide that it would like to remove itself to another locality. It cannot pick up its power stations and transformers and poles and wire and move to greener pastures. Whatever success it achieves it achieves right where it serves. And that is to say also that its growth and expansion and prosperity are bound up with the growth, expansion and prosperity of its service area. That is why you will find the electric companies interested almost more than any other organizations in the upbuilding of the communities . . . because what is good for the communities also is good for the utilities. I say that the local newspaper

should approach local advertising on somewhat the same basis of enlightened selfishness.

5. *Answer mail and render invoices promptly; watch the advertiser's plates carefully.* These may seem to be trivial matters . . . but they are not. Usually, when an out-of-town advertiser requests information about circulation and other details, he has a specific reason for the request. And, who knows, he may be planning to double his advertising schedule! So, see that your mail is answered promptly.

Most advertisers whose offices may not be located in your town work on a monthly budget. Ordinarily, they allow ten days after the end of the month in which to receive invoices, have them checked and approved and sent to their accounting departments. If any number of newspapers is tardy in their invoicing, the month's entire budget is thrown out of step. What's more, the sooner you bill, the sooner you get your money!

It goes almost without saying that an advertiser wants his ad to print well—which, of course, you want also. However, despite supervision and caution, there will be slip-ups in reproduction unless you are careful. Once in a while you will receive poor plates or inferior mats from your advertisers. When that happens, be sure to notify the advertiser promptly and specifically, in order that replacements may be made or schedules changed. Don't run a defective plate, please—it would be better to skip the insertion date.

I doubt very much that I am at all qualified to do it . . . but at this point I should like to address a few remarks to the students of advertising who may be present here today.

First, do a little soul-searching to determine whether or not you took the courses in advertising because you thought they were "crip" courses. I say that because I have found that making a living in advertising lacks a great deal of being a "crip."

Second, take as many courses as you can in the liberal arts . . . history, economics, literature, psychology, sociology . . . and I have felt frequently that I wished I had taken more physics and chemistry. The broader your field of knowledge, the better job you will be able to do in advertising, public relations and related fields.

Third, recognize that advertising — good advertising — has been and now is the driving force in this thing we call the American Standard of Living. There would be no mass production of consumer goods of the kind we know were it not for the power of mass advertising.

Fourth, don't be fearful of starting out in a small way in advertising . . . going on the assumption that, frankly, it may take you a little while to decide just in which field of advertising, publicity or public relations you would like to do your plowing. There's no short high road to the top . . . but all of us can have some fun along the way.

One Sunday afternoon, I drove out to the Nelson Gallery of Art in Kansas City to see a special showing of surrealist paintings by a well-known artist. There was one subject before which I stood a very long time. It was one of those old-time wood-burning locomotives whose type I have seen so often in the sawmill districts of South Georgia. Smoke was pouring out of the fat stack. Steam was hissing from every valve and piston. The engineer was at the throttle. The fireman was throwing on more wood. But . . . immediately in front of the locomotive the tracks were upturned into one of those abutments against which freight cars are bumped and brought to a standstill. Immediately in the rear of the engine . . . there was the selfsame device. Underneath the painting was its title — and the title was . . . “All Steamed Up!”

I hope very much that each of you, rather than being “All Steamed Up” . . . with no place to go, will find plenty of places toward which to set your sights in the amazingly interesting years just ahead of us.

Promotion for Profit

CLARENCE W. HARDING

Advertising directors and national advertising managers of newspapers are busy men these days. They are more aware than anyone on the newspaper, except possibly the publisher, that costs are increasing. They have other problems, too. Competition from other media is getting tougher, too, because their costs are increasing and, in some cases, their business is slipping.

Now, circulation and advertising are the only two places we can pick up the revenue to pay our increased costs. All of us agree, I am sure, that there is a limit to how much we can increase either circulation or advertising rates before the law of diminishing returns takes over.

That means that the additional money is going to have to come from increased advertising . . . and you gentlemen are the ones to whom management will look to produce that volume.

This is the outlook as we emerge from a record-breaking 1953 into the bright, new—but uncertain—year of 1954. If this is true, gentlemen, you are going to get a lot of coaching and advice from everyone as to how this additional volume can be obtained.

You'll get a lot of coaching and advice, but very little help, I fear.

You'll get suggestions that you do something another paper is doing. . . That you adopt some idea that was talked about at some convention someone attended. All of these things are good and well meant. Don't let me discount their value. But, with all the work you have to do now, no matter how valuable these ideas are, where are you going to get the time it takes to execute them?

That, gentlemen, is where the promotion man comes in.

He is the man whose job it is to have the time, the know-how, the experience and the vision to prepare the things you and your staff need to sell. That's his business. He can prepare a market data book to show the value of your market to your advertisers. He can build presentations to sell advertisers not in your newspaper. He can prepare another type of presentation for the advertiser who is using space but who is not using enough space to bid for the share of the market he should be getting.

Your promotion man can do studies to analyze consumer buying habits. With these you can more intelligently help your adver-

tisers to use their space more effectively. Preparation of effective direct mail pieces, such as monthly circulation breakdowns and market letters, can also be handled by your promotion department.

Now it's easy for me to stand up here and talk glibly about the help you can expect from a promotion man. So let's be a little more specific. Let's examine a concrete example of the type of assistance promotion men are offering the newspaper industry.

Take this book, for example. It's new. It was introduced at the Newspaper Advertising Executives Association meeting in Chicago in January, 1954. It's called "How Research Works for Newspapers" and it was compiled and published by the National Newspaper Promotion Association.

This book is a compilation of 29 actual case histories. It tells how 27 different newspapers of all sizes have employed research to solve important problems. It tells what their problem was, what they did to solve it, how much it cost, and what resulted. These case histories represent research costing as little as \$10, as much as \$100,000.

Let's look at some of the titles of the research projects it covers. I'm sure you'll find several that fit problems you are now facing.

"How Research Can Be Used to Sell Against Radio and TV."

"How Low-Cost Readership Research Can Be Used by Both Advertising Executives and Editors."

"How Research Gives Advertisers Important Current Population Information Between Official Censuses."

"How Research Gives the Grocery Advertising Salesman Food Facts About His Market . . . to Help Better Sell His Newspaper."

"What Research Can Do For a Newspaper Just Outside, But Still Within Some Influence, of a Large Metropolitan Market."

These are but a few.

How can you get a copy? All you need do is fill out an order blank which is on the back table and send it, with \$1, to the address given on it or write Frank Knight, secretary of NNPA, *Charleston Gazette*, Charleston, W. Va. I wish someone had given me this book when I started in this business. It would have saved me countless hours and hundreds of dollars.

Right here I would like to disabuse your mind of the idea that promotion is a great, big expensive deal involving a large department and headed by a guy who is intent on throwing your paper's profits out the window.

Perhaps one reason why I was selected as your speaker is that I represent a medium sized newspaper of slightly more than 100,000 circulation. I want you to remember, as we talk, that the promotions I describe here are done largely by myself, a secretary, several part-time high school boys and extra part-time help when we needed it.

I was told to emphasize national advertising in my talk. That brings up, among other things, the subject of newspaper representa-

tives. Now I've heard representatives praised and damned. I've heard them take credit for things they've had nothing to do with, and blamed for many things they couldn't possibly help. Regardless of how you may feel, you'll agree that representatives are an important factor in the sale of national advertising.

I, for one, believe that representatives are going to have to change some of their thinking. Space is no longer sold on the basis of friendship. So, what your representative says about your paper is far more important than he who knows, socially, in the agency placing the business. Most of the progressive representative organizations recognize this. Many, as you know, now have their own research departments.

I think we have to change our thinking, too. It's neither fair, nor good business, to expect your representative to do a good job for you without adequate, up-to-date information about your market. Look at their problem. They may represent 20 or 30 newspapers in all parts of the country. Now you and I know it's difficult enough to gather all the facts about one market, let alone 20 or 30. Where are they going to get facts they need unless you supply them?

This may sound pretty fundamental, but the more information you give your representatives about your market, the better job they'll do representing it.

What kind of facts? May I suggest a few?

MARKET BOOK

Purpose: To give all the information available about our market.

Constructed to answer the questions which agencies and prospective advertisers would most probably ask about our market.

Who Gets It

Mailing

Trade Paper Requests

BUSINESS CONDITIONS BULLETIN

Purpose: to give the current information about our market. It's ALL local.

Who Gets It

RATE SURVEY

Why Done

How Done

(Papers included were those of comparable circulation: 75,000 to 150,000.)

NATIONAL RATES

24.3% lower than average of comparable papers.

LOCAL RATES

Maximum rates, 24.1% LOWER than average of comparable papers.

Minimum rates, 13.1% LOWER than average of comparable papers.

MAGAZINE SURVEY

Shows advantage of promotion man working
in all departments.

Done for news department Problem

Advertisement department Problem

What's happened? This week's issue has 5 national ads, including one full page. Colgate (2 ads), Halo Shampoo and General Mills. Seventeen pieces of copy, including 2 full pages.

Does all this do any good? Well, the only way I can answer that is to cite our own record. In 1952 we had our best year to date. Media Records' 52-city report for 1953 showed that general advertising gained 5.4 %. Ours gained 9.7 %. The Media Records Report for Retail Advertising showed a gain of 1.5 % in 1953. Our retail gain was 5.6 %. Media Records' 52-city report showed an increase for total advertising of 4.2 % for 1953. Our gain in total advertising was 8 %.

Your promotion man can help you here by preparing the material which your representatives need to successfully sell your market.

Another organization that contributes much to the sale of newspaper space, both local and national, is the Bureau of Advertising. I know that my good friend, Stuart Chambers of the St. Louis *Post-Dispatch*, has done a good job of selling Missouri newspapers on the Bureau. If my count is correct, there are 20 Bureau members in the 45 Missouri cities that have daily newspapers.

The Bureau of Advertising is the voice of newspaper advertising and its voice is just as loud as you can make it. What I mean is this, the Bureau's "Greatest Show On Earth," "How Many Cars, How Many Customers," "Is Your Partner Working With You" and "Lexington, U.S.A.," to mention but a few of the many things the Bureau has developed, are all great promotions to sell newspaper advertising. But, if they are tucked away in the bottom drawer of your desk, they're not going to shout very loud at the advertisers in your town. The point is this: Bureau membership is not enough. Use the Bureau material. You're wasting your money if you don't.

Let me give you an example.

GREATEST SHOW ON EARTH

Retail Grocers

Retail Druggists

Automobile dealers

Two Largest department stores

Largest men's store

It's no secret that lots of excellent material developed by the Bureau of Advertising is unused because you don't have the time to prepare it for your staff. When this happens you miss sales opportunities and lineage. I'd like to suggest that part of your promotion man's job is to keep abreast with the things the Bureau is producing. He should discuss with you how new Bureau material can best be

adapted to your selling program and prepare it for use by your staff.

And now for the final point. It's a highly controversial one, too. I refer, of course, to merchandising. To some newspaper men I've talked to lately, merchandising is a dirty word. To others it means a welcome opportunity to demonstrate how a newspaper can help an advertiser make his copy sell more goods.

I don't know how you feel about merchandising cooperation, but I do know that newspapers are in the best position of all media to assist national advertisers at the local level. This is our strongest point. We preach quite a few sermons on our slogan, "All Business Is Local". Well, isn't that what the phrase means? Doesn't "All Business Is Local" mean that we are closer to the local picture than any other medium?

It's inconceivable that some of the puny attempts at local merchandising cooperation on the part of magazines and network radio could be taken seriously by some national advertisers. But they have. Why? Simply because, by comparison with the inept job some newspapers were willing to do, it looked as though these media were doing a lot.

Is there anything wrong with your helping a manufacturer obtain distribution in your market?

Is there anything wrong with your arming an advertiser's salesmen with portfolios, containing proofs of the ads which will appear in your paper, so the salesmen can show their accounts the advertising their company is running to help them sell its merchandise?

Is there anything wrong with your sponsoring a meeting of an advertiser's salesmen to show them how much their company's advertising campaign will increase their sales if they merchandise it to the dealer?

Is there anything wrong with your staff selling tie-in ads to retailers so your readers will know where to buy a product they see advertised in your paper?

Is there anything wrong, even, with calling a distributor or dealer to find out if he has the merchandise in stock before the ad runs, and fails, because the merchandise was not available?

This may be still another place where your promotion man can help. Perhaps he could suggest some new approaches to your merchandising program—maybe add some showmanship to it, as has been done with great success by some newspapers.

Merchandising is each paper's problem, of course, but let's not lose our strongest point by default.

During this talk I've tried to point out to you some of the ways in which you can use promotion to increase the effectiveness of your selling program.

We've briefly previewed the new NNPA book, "How Research Works for Newspapers", and told you how you can obtain a copy.

We've reminded you that your representatives can do a better

job for you if you give them the tools to work with.

We've urged you to make the voice of newspaper advertising a loud, effective voice in your community by using the material the Bureau of Advertising prepares.

We've asked you to reexamine your merchandising program, in light of the fact that newspaper advertising's strongest point is that it is in the best position to give local support to nationally advertised products.

Gentlemen, as you view the American publishing scene today, you become convinced that the country's most successful newspapers are the country's best promoted newspapers. Promotion pays off. I can assure you that the kind of promotion I've described to you this morning is paying off for many of America's most successful newspapers. You can make it pay off for you.

Newspapers' Greatest Public Service in Print

RICHARD L. DEXTER

This should be, for me, one of those occasions that make such funny reading in the *New Yorker* "Dreams of Glory" cartoon series . . . an opportunity to tell a group of experienced men what's wrong with the way they run their business. Believe me, people tell me how we ought to run ours. Show me a body that is warm and breathing and I'll show you a supreme, exalted advertising expert.

Unfortunately for me, we are birds of a feather here today. Those same bodies need be only lukewarm and you have a ram-paging, crusading editor. So I am not going to bother to harangue you. Call it professional courtesy, or something. Actually, in digging up material for this talk, I've reached the conclusion that you know your business too well for this boy . . . the more I would hack away at you, the more I'd show my ignorance.

The advertising agency has been asked to relate just what we want from you folks and your papers. Despite a hint not to mention one subject, let's do, and get it over with fast: mechanical reproduction. Most of the old boys who mixed their own ink from tobacco juice, coal tar and chimney soot are gone. Let's just say that you probably could pick up an occasional special ad if you can match type to a special layout. A client has a good dealer (though small) in your town. He wants to back him with some sort of special coupon deal, or a tie-in with a local promotion of some kind. A stereo or three and your honest interpretation of the layout and everybody is happy. City composition and city engraving comes dear these days. So dear that it could well exceed your space charges by five times or more. Clients would rather skip it than put so much into it. But if you can pick up a few used but usable fonts of currently favored faces—and let the agencies know you have them—fine. Futura Bold, Franklin Gothic Condensed, Spartan Medium, Futura Demi, 609, Flash Bold, Stymie, Kaufman Bold Script, Brush . . . one or two of these plus what you already have could help a lot. Also some body type dissimilar from your news column face.

So ends our tour into reproduction. It might be improved . . . it has been, *very* much. Believe me, it's an urban problem as well as out-state.

On to DATA. Again, improvement is a matter of record here.

But we'd really like to know you better . . . much better. You and your staff, your town and its people, their habits and their opportunities are of interest to us. And you are the only ones who can supply us the picture. But let's keep this discussion simple and practical. We are a small agency. There are many smaller, of course. But we aren't Madison Avenue or Michigan Boulevard. Nor do we want to be. We give our clients what the big ones cannot, because many of them couldn't use or afford all the services the big ones offer. So I'll talk from my own backyard about our own needs.

Just like your business, we never know what the day will bring forth when we board the downtown bus each morning. Clients lie quiescent for long periods, only to erupt and demand immediate service. New schedules, new products, new promotions are incubated often. Incubated, I say, because lots of them are developed, but few hatch out into actual campaigns. It takes us just as much time and effort to build a schedule for a campaign that does not run as to make one that does.

So you can help us no end if you will supply the agency with a resume of facts about your paper and your circulation area. Let's take the form of these fact sheets first. No doubt you are already familiar with the standard outlines suggested by ANA and the Four A's. Most probably your very fine Missouri Press Association has a form of its own or uses the other. Or your national advertising representative. Or just devise one yourself. Most of the standard forms provide an outside file folder effect tabbed with your town and paper name. This is just jim-dandy for us . . . but not necessary. If you give us enough fact sheets, we'll provide our own file folders . . . and you can save some dough.

But fact sheets are something else again. Print, mimeo or scribble these on regular letter-size stock, 8½ by 11. Date each one. Number each one issued consecutively. Because I think you can mak these sheets do double duty: as data file sheets and as a reminder direct mail campaign. For individuality, maybe you could run a colored strip down one side, or an all-around border, or something distinctive. Not necessary, but worthwhile.

Then start putting out the facts. If possible, a map of your trade area, giving neighboring towns covered, landmarks, military bases and the like. Then census material: population, number of families, value of all retail sales, food sales, general merchandise sales, household furnishings, appliances, automobiles and accessories, drug stores, clothing, gasoline station sales, lumber-building-hardware, farm income, and effective buying income.

List the number of dwelling units, passenger cars, trucks, gas meters, telephones, electric meters, LP-gas users, manufacturing plants, white and colored population. The monthly payroll. Your water supply. Is it hard or soft? Your weather . . . average temperature, first killing frost, latest killing frost, average rainfall (if any).

Next, the retail and wholesale outlets in your city, by numbers. Incidentally, all these figures are more effective if they can be broken down as urban, rural, trade zone total. List the number of independent grocers, chain groceries, frozen food dealers, butcher shops, independent drugs, chain drug, general stores, dry goods, furniture, department stores, beer dispensers, pouring and/or package liquor stores independent gas and oil, chain gas and oil, auto and truck, farm implement, appliance, tires and accessories, cigar stores, hardware, lumber yards, music and radio, electronic repair, 5 and 10 variety, men's clothing, women's clothing ice cream and confection restaurants, theaters and drive-in movies and any others you feel can sell products.

You could well list local holidays, denoting those on which the stores are closed, stores open, banks closed, those on which you don't publish. Give principal shopping day, and your newspaper's best food section days.

I hate to take up your time running through these long lists, but one of the main reasons is to show you that data is most valuable when it is complete. Right now, an ice cream manufacturer client or a candy company client may be asking our help in a proposed expansion of sales through small town outlets. Or a farm equipment dealer is planning the promotion of a new one-jerk stump remover. Next month an auto appliance dealer needs the hot dope about fertile markets for his new chrome-plated, atomic coon tail . . . with Power Glide.

Now you can go even farther—and how we do want you to go farther! For instance, Meridian, Miss., gives these details about retail and wholesale outlets. Further breakdowns on the previously mentioned stores that give (a) name of each store, (b) name of the key man in each store, (c) address, (d) number of salesmen, (e) buyers' names, (f) headquarters city of foreign-owned or operated stores, and (g) number of trucks operated.

And some categories themselves need further breakdown, grocers, for instance. Besides chain and independent, these could well be broken down into super, self-service, delivery, secondary (such as a filling station which handles a few staples for the neighbors and maybe tourists), and so on.

Meridian managed to get much of this data on this one-fold sheet. If they'd used 8-point type instead of offset typewriter, they could have had much more.

Now, as I said before, when you put out your sheets, put them out over a period of time, say one a month. Perhaps by the time you use up the original data, you can correct your early sheets with fresher stuff. If so, plainly state that this sheet supersedes number so-and-so, dated such-and-such. Tear out old number so-and-so and destroy.

Work your promotion stuff into the files, too. Say your town

becomes headquarters for a new dam. Such as North Platte, Neb. I'm not so sure that these folks did it this way, but you can see the economical possibilities of re-using the headlines, cuts and body type of the news story that you run in your own news columns. If your original tory is complete, it would analyze the economic benefits, influx of new workers, payroll figures, length of construction period and so on. Advertisers who have outlets in North Platte now know that there is a new, larger market for their goods for at least two years, and that the *Evening Telegraph* is ready to do a real job of sales-building.

Many of you have these file-sheets, on the job. Lots of you have the data collected, and have it on file with your space rep or maybe here at MPA. We hesitate to bother these folks for your data when the work we're doing is for a client "future-future" project. Yet you might be considered from the very start if our office files were supplied with your dope sheets. And we keep 'em, don't you forget that one second. We're moving to new, modern offices the last of March after 20 years in our present spot. We've been going through everything, trying to eliminate outmoded material. We evidently have thrown away *nothing*. Our trash baskets have been groaning with castaway data. Now, don't worry . . . if you've sent us anything since 1940, chances are we still have it.

Okay, second: how do you collect this material? And when? Well, first let's try to get someone else to do it for you. Maybe the local chamber of commerce secretary can be shown how this stuff will be distributed to influential offices over the country. Maybe he'll help get it together. Maybe you could get a local high school business course teacher to install it as an annual project in the curriculum. Maybe the Lions Club would accept it. Maybe, since normal times are approaching, vacation wages won't be so astronomical and you could hire a high school editor go gather your info this summer. Maybe you'll have to do it yourself in, shall I say, your "spare" time if it is to get done.

First source . . . let's have a hasty subject change here. First sources are census figures. Next, your phone book. Then you can get help from the gas company, power company, chamber of commerce, telephone company, city government, county government; perhaps state government, and the university here may have useful studies of your area. Larger towns may be included in such independent market surveys as the Sales Management Survey of Buying Power, and so on.

A lot of it you just know from experience. The rest you can find out by getting out and asking questions or by telephoning. Maybe through contacting the business houses in your town you might be repaid for your time with an ad or so.

Sales tax figures, if you can check 'em, can help give breakdowns on spending patterns of your local consumer. If your town

is the buying spot for a large area, sales could be far greater than in a larger, more compact town. It's a point you could use to advantage.

Extra work? Extra time? Well, brother, can't you spare the time? Remember, there is a thing called television that goes into lots of homes now. Construction permits are issued for many more stations, so that Missouri in the near future will be practically 100% within range of a station. TV stations gather figures. They take the data from your town, your neighbor town and a flock of other towns and total it up so that it sounds good.

An advertiser has only so much to spend. Believe me, I don't care to be labelled as one of these FEAR Dealers, but these clients are really searching their souls these days before they okay an expenditure. They squeeze every 59-cent dollar until it at least *screams* like a 100-cent one. TV costs plenty. It covers well. It merchandises just great to the dealer. It has turned in a number of remarkable sales results. Can't you spare the time? I won't mention radio or the ever-reaching metropolitan press. We want to get to know *you!*

Now, on to merchandising. Again our two professions stand on common ground. We are bums without it. An agency has to be known for its merchandising ability or it won't be considered. And ever more so every day, so are newspapers.

Again, work through your space reps. Provide them with all your facts—and enough copies to give us for our files. Or get 'em out with your town fact sheets. Because, as one of our long-experienced account execs believes, 50% of the money spent on space is spent to achieve the traditional impact accorded readership of ad copy. The other 50% is spent in your papers so that the space can be merchandised to dealers and to get your help in merchandising the dealer.

I'll not quibble over the percentages . . . let's just remember that merchandising is a constantly-ringing bell in the conscious and subconscious of every agency man and client. Let's hope it's jangling in your minds, too.

Through personal calls of you and your staff, or by mail, a local dealer's attention is called to the near-future appearance of our client's ad campaign in your paper. Perhaps we will send you advance proofs to distribute. Your fellow townsmen are to be urged to look to their supplies on hand, stock up with additional goods, move the stock to a better location, build displays, hang signs or other material if we supply it.

Sell your circulation to the dealer. Point out how many of his customers are your readers. Don't be bashful in pointing out successful promotions carried off by your paper. Build yourself so that he will realize the value of the backing he's getting from the manufacturer who uses your paper as the medium to boost sales in your

town. Too much effort? Other people are doing it. Can't you spare the time?

We're not asking things of you that we're not doing ourselves. The agency does things in a service line for a client now never dreamed of 15 years ago. Market research, and other major items, down to such a thing as having an agency man on hand at every live telecast to guard the client's interest, even to a one-minute spot. No fee . . . that's advertising business, 1954.

Even the most reluctant big boys are in it, now. Battling like mad for the elusive advertiser's dollar. He's a buyer now in a buyer's market. Brother, we all done *got* to find the time. Or we'll have nothing but time.

Another perennial is the 50-50 deal. We pay half, the dealer half. First, some basic facts about 50-50, or maybe better called cooperative advertising, because the 50-50 is only a part of the whole pattern.

It's on the boom since World War II, growing every year. Once they're into it, even though it offers lots of headaches, few ever quit it. Non-users almost to a man are tempted mightily, and are constantly studying its possibilities. Companies believe it *essential* in securing new dealers, and in booting the volume of dealer advertising. Some spend as much as 25% of their budget for cooperative.

Coop is designed to tie-in the local sales point and support expensive national advertising. This is a bug-a-boo that is tough. Yellow-section phone book advertising is used. Western Union has developed its Operator 25 system as a tool (but it is expensive). Coop helps develop brand preferences. It is one more impression in another medium that socks the reader in the eye in that manner that makes friends and opens pocketbooks.

Coop is expended by allowing so many dollars credit at the factory for each unit sold. Or by allowing a lump sum "on proportionately equal terms." Or by allowing a fixed percentage of the sales price. Or by matching dealer efforts.

Sometimes you are used as salesmen. The selection of dealer ads is sent you and you are asked to contact the dealer, sign him up and the agency will forward the mats. Other systems are used, such as a direct-mail selling piece to the dealer, a broadcast distribution of mats to all dealers (you'll see far less of this than more, believe me), making dealer ads an extra-bonus item for manufacturer's salesmen who sell the ads as they sell the order of merchandise, and so on.

I hope you don't take it as an insult if I suggest that honesty is the best policy in your rates for this type of advertising. A small—very small—number of newspapers over the nation have resorted to double-billing to add a few extra bucks "take" for the dealer. It is being fought vigorously. Tear sheets and rate cards are being

examined closely. It just can't pay in the long run. It is a headache to us all, and such well-conceived, ethical groups as this are helping to eliminate the possibilities of such shady dealer practice.

An occasional suggestion from you for the dealer to add a few drop-in mats to his advertising can build your space sales a few percentage points.

In times past, a utility might put out an offer to pay, say, 20% of dealer's ad cost in promoting an electric or gas stove, hot water heater, or some other load-building appliance. This, plus the manufacturer's 50%, could give a local dealer a large-space campaign for small-space dollars. As the ads do their work, more goods are sold, and so on. Some strong businesses have been built with willing suppliers' dollars aiding materially in the growth.

I find I have some time left, so I'll get on to that moss-grown subject: billing. The subject may be moss-grown, but your methods are not. We like the Missouri Press Association method. One invoice, accompanying tear sheets, and one check. Why shouldn't we love it? No doubt you folks have opinions of your own about it. The matter of its cost to you . . . well, we like it, appreciate it, thank you for it.

We respectfully request that you check the MPA published rates against your own rate card and correct any discrepancies. They do appear, and create delay and correspondence. Incidentally, by all means, those of you who utilize the Newspaper Representatives Association check and submit corrections. Errors in this book are enough to just about ruin it for practical desk-side use. When and if you do issue a new rate card, make certain all your organizations, reps and agency list gets a copy . . . everybody.